

H A S S E L B L A D



Introducing the H3D-31.

With the launch of the H3D-39, the world's first Full-Frame, 48mm DSLR camera system, Hasselblad set the standard for high-end DSLRs. Now the advanced features and functions found on the H3D-39 and H3D-22 cameras are combined with faster, higher ISO shooting on the new H3D-31. Capture speeds are 20% faster than the H3D-22 and H3D-39 cameras.

H3D Quality for the Mobile Professional.

The new Hasselblad H3D-31 provides 31 megapixel capture on a near Full-Frame 44x33mm sensor and is specially designed to meet the exacting demands of handheld fashion and social photography.

The sensor of H3D-31 is enhanced with micro-lenses boosting the ISO rating a full stop to a new maximum ISO of 800. The H3D-31 makes full use of the same new high-speed capture architecture featured on the other H3D cameras, guaranteeing the fastest possible operation whether working mobile or tethered to a computer.

Bigger doesn't need to mean slower.

The H3D-31 features a capture rate of 1.2 seconds per capture, or 42 captures per minute. This fast capture rate, combined with the 800 ISO capability, make the H3D-31 ideal for the fast moving, low light situations often found by the professional mobile photographer. Featuring lossless compressed Hasselblad RAW 3FR capture, the H3D-31 produces large, high resolution files of approximately 40 MB on average (TIFF 8 bit: 95 MB). When storing to the 2 GB CF card, the H3D-31 holds about 50 images. It can also be connected to the Hasselblad ImageBank-II for extended storage capability. And while optimized for mobile and hand-held photography, the H3D-31 is naturally at home in the studio as well, with seamless tethered operation on either Mac or PC.

Fast and Flexible.

The H3D-31 enables discerning social, wedding, portrait, and fashion photographers to shoot in most any situation or location. And naturally, the H3D-31 provides all the advanced features of the other H3D cameras, including the freedom to choose between eyelevel and waistlevel viewfinders, digitally APO corrected lenses, on-the-fly classification of images, and the freedom to work with film to allow shooting under extreme conditions.



Model comparison

	Pixels	Sensor format	ISO range	Capture speed	HC lens factor	HCD28 Equivalent focal length
H3D-31	31 million	44.2x33.1mm	ISO 100-800	1.2 sec/capture	1.3	31mm
H3D-22	22 million	49.0x36.7mm	ISO 50-400	1.4 sec/capture	1.1	28mm (Full-Frame)
H3D-39	39 million	49.0x36.7mm	ISO 50-400	1.4 sec/capture	1.1	28mm (Full-Frame)

Technical specifications

Sensor size: 31 Mpix (4872x6496 pixels)

Sensor dimensions: 44.2x33.1mm

Image size:

Raw 3FR capture 40 MB on average
Tiff 8 bit: 95 MB

File format: Lossless compressed
Hasselblad Raw 3FR

Shooting mode: Single shot

Color management: 16 bit

ISO speed range: ISO 100, 200, 400 and 800

Image storage: CF card type U-DMA,
ImageBank-II or tethered to Mac or PC

Color management:
Hasselblad Natural Color Solution

Storage capacity:
2 GB CF holds 50 images on average

Capture rate: 1.2 seconds per capture
42 images per minute

Color display: OLED 2.2", 24 bit color

Histogram feedback: Yes

IR Filter: Mounted on CCD Sensor

Acoustic feedback: Yes

Software: FlexColor (included; for Mac and PC)

Platform support: Mac OSX, NT, 2000, XP

Host connection type: FireWire 800 (IEEE1394b)

Operating temperature: 0-45°C/32-113°F

Dimensions with 2,8/80mm lens:
153x131x213mm (WxHxD)

Weight: 2.175g (with Li-ion battery and CF card)

Camera type: 44mm large sensor DSLR

Lenses: Hasselblad HC lens line and HCD 28
with integral lens shutter. C type V System
lenses with optional CF adapter

Shutter speed range: 1/800 s to 32 seconds
(18 hours to 1/800 second using film)

Flash sync speed: Flash can be used at all
shutter speeds

Exposure metering:

Metering options: Spot, Centre Weighted and
CentreSpot. Metering range Spot: EV2 to 21,
Centre Weighted: EV1 to 21, CentreSpot: EV1
to 21

Power supply:

Rechargeable Li-ion battery (7.2 VDC/1850 mAh).
Grip for 3 CR-123 Lithium batteries incl.

Film compatibility: Yes

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